Content Development Tutorial
(Introduction)
Before we get into what OSCAR is, and how you can get involved, let’s talk, big picture, about why OSCAR is needed.
The global temperature must remain below 1.5°C above pre-industrial times in order to prevent climate change from becoming irreversible. We’re already above 1°C at this time.
In order to meet that target, we need to drastically reduce our greenhouse gas (GHG) emissions. This includes bringing ALL buildings, new and existing, to zero net carbon (ZNC) by 2050.
Reaching ZNC entails working with a combination of changes in actions and changes to the buildings, with the difference made up with offsite renewables. We are going to focus on the buildings.
When considering the spectrum of buildings, in terms of ZNC and other sustainability measures, most of the focus is currently on the design of new buildings. We need to address the existing buildings across the range of historic significance.
Existing buildings are a critical part of the equation. Currently the rate of energy retrofits is enough to offset the new buildings coming on line. But to get our carbon emission rate to go down, we need to drastically increase the rate of renovation. The collected wisdom of the preservation community is needed to ensure these retrofits are done sensitively and appropriately.
So how are we going to do this?
What is OSCAR?

Online Sustainable Conservation Assistance Resource
oscar-apti.org

Meet OSCAR.
OSCAR works with you to understand your building, by first breaking it down into components, and then looking at the assemblies and materials of each component.
You are then given a number possible actions to consider. These include understanding the inherently sustainable features that may be associated with your component in your climate, as well as various preservation and energy actions. There are also case studies available to review.
Of the available actions in each of these categories, you are able to select the actions relevant to your component in your project.
From your identified relevant actions, you may create multiple options, as you identify and refine your design strategy.
Your identified actions for a given component (and its assemblies and materials) become part of a larger context of your building.
This process is repeated for all the building components you are addressing, to identify an overall building strategy.
These actions are compiled in a report, which may then be shared with the design team, client, stakeholders, and regulatory agencies.
So that, very briefly, is how the OSCAR tool works from a user’s perspective. Now, let’s talk about how you can get involved.
We are attempting to tap into the collective knowledge of the APT membership, in order to get our expertise out to a broader audience where it is needed for the benefit of our heritage buildings and of the climate. As such, you will focus your contribution to a small portion of the overall site. (This is like asking you to contribute to a single wikipedia or webMD page.) You can of course continue to contribute, but we ask that for now you try not to get overwhelmed, and instead focus on just one topic area.
There are two separate categories we need to discuss: the content—what you will be contributing, and the logistics—how you will work within the framework we have set up. Let’s start with the content.
As we discussed previously, the framework consists of building components and their associated actions. We will ask you to select one component assembly (ex: wood shingle roof), and one action for that assembly.
For now, we will focus on the Preservation and Energy actions.
OSCAR considers “energy use” from a broad perspective, which includes both the lifecycle and the operational energy use. For these actions, you will be identifying and addressing actions that improve the performance of one or more of these categories.
For the Energy actions for a given component, you will often be addressing the assembly as a whole. There are times, though, in which you may be instead addressing one particular material of the assembly.
Energy Actions

For each identified action you will organize the information into our OSCAR content template, which asks the same series of questions consistently.
OSCAR considers the Preservation actions to be a two-part question: 1. Do you intend to Retain (no work needed), Repair, or Replace your component? For the purposes of gathering content, we will focus our efforts on the component Repair.
For each component to be repaired, while some issues may be addressed collectively for the full assembly, in many cases you will want to break the assembly down into its various materials to address separately.
Just as for the Energy Actions, you will organize your information about your Preservation action into our OSCAR content template, which asks the same series of questions consistently.
Now let’s talk about the logistics of how to make this happen. You will be one of many content developers for OSCAR. In order to work effectively, we have set up a framework of templates and filing systems for you to use. It will be important to work within this framework, as it keeps everything organized and is directly related to the layout of the OSCAR site itself.
All content goes through three stages of development before it is entered onto the OSCAR website. This is intended to break up each task into manageable portions, to make best use of the strengths each contributor has to offer (typically expertise or available time; rarely both), and to ensure that we are delivering information at the high quality that APT is known for.
As discussed previously, all information is entered into “content templates”. This format aligns with the way the OSCAR site is built, and ensures that we are delivering information in a consistent manner.
The first step is in laying out the important information to convey. This step requires clear knowledge of the subject matter. Often it may be “common knowledge” of best practices by experienced practitioners. Alternatively, it may come from lengthy research by a newer member of the profession. (The former of course is much more efficient.)
The second step is to take the roadmap outlined in the first step, and flesh it out into complete sentences with proper citation. The sentences are to be in clear, brief, straightforward language. Be careful to not get too bogged down in dense, jargon-y writing, else you quickly lose your intended audience! (Consider OSCAR to be a distillation of salient points, with the much more in-depth knowledge covered in the references you cite.)
3. Peer Review

- Review for quality of information
- Review for clarity

The third step is peer review by another APT member with considerable experience with the topic addressed.
This format is set up so that you may work on the outline and text separately (as two separate, sequential steps by different people), or all together. The peer review, by definition, is to be by someone else.
Get Involved!

Via workshop:
- Respond to invitation
- Contribute to selected Topics

On your own:
- Contact OSCAR leadership
- Select a Topic of Interest

We will be setting up brainstorming workshops. The intent will be to gather APT members with expertise in one place for a brief, intense brainstorming session to quickly gather information. Alternatively, if you would like to get involved, please contact the OSCAR leadership. We will get you started!
Tools and Software needed

1. Outline

To contribute to the Outline step, you will need to have a google drive account set up. This is as easy as creating a gmail account. We can assist you with the setup, and even how to use it for OSCAR purposes.

Contact OSCAR leadership for setup assistance
Get Involved!

2. Text

Text only:
- Contact OSCAR leadership
- Select a Topic from list of completed outlines

1 & 2. Outline + Text

Outline & Text:
- Contact OSCAR leadership
- Select a Topic of interest

To work on the Text step, you will either flesh out an outline that has already been completed, or create the outline yourself and then complete the text step. We may also be able to expedite the completion (or at least the start) of the outline for a topic of interest to you.
Tools and Software needed

2. Text

Google Drive
(and/or a gmail account)

Zotero
(optional, but preferred)

Contact OSCAR leadership for setup assistance

To contribute to the Text step, you will need to have a google drive account set up. This is as easy as creating a gmail account. You should also set up an account with Zotero, the program we use for maintaining our content bibliography. We can assist you with the setup, and how to use these programs for OSCAR purposes.
Get Involved!

- Contact OSCAR leadership
- Select a Topic from list of completed templates

3. Peer Review

The Peer Review step is by definition one dependent upon the work already completed. You will be given a choice of available templates to review.
To contribute to the Peer Review, it is preferred that you have a google drive account set up. This is as easy as creating a gmail account. We can assist you with the setup, and even how to use it for OSCAR purposes. We can also work with you on this step via email.
• The OSCAR leadership will provide you with more detailed information, geared specifically to your tasks.
  ○ Reference handouts
  ○ Updates on related work completed to date
  ○ Other guidance specific to you

• Work with the OSCAR leadership team.
• Ask lots of questions.
• Have fun!

As you get involved in your selected tasks, we will work closely with you and provide you with more information specific to your efforts. This includes more detailed reference handouts, updates on related work done to date, and other documentation that will be useful to your work specifically, but not otherwise relevant to this introductory overview.
Thank you

On behalf of the whole OSCAR team, welcome, and thank you for your contributions!

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THANK YOU.